

REMARKS/ARGUMENTS

In view of the foregoing amendments and the following remarks, the applicants respectfully submit that the pending claims are not anticipated under 35 U.S.C. § 102. Accordingly, it is believed that this application is in condition for allowance. **If, however, the Examiner believes that there are any unresolved issues, or believes that some or all of the claims are not in condition for allowance, the applicants respectfully request that the Examiner contact the undersigned to schedule a telephone Examiner Interview before any further actions on the merits.**

Objections

Claims 28-36 were objected to as depending from a rejected base claim, but were found to include allowable subject matter. Claims 28-30 have been canceled (though claims 1, 8 and 15 have been amended to include the allowable features of these claims). Claims 31 and 34 have been rewritten in independent form to include the features of base claims 1 and 15, respectively. Note that in claim 31, the fact that the image includes at least two ads is now recited in act (c), and the fact that the user action is a user selection within the image is now recited in act (f). Similarly, in claim 34, the fact that the image includes at least two ads is now recited in act (c), and the fact that the user action is a user selection within the image is now recited in act (e). Consequently, these claims are in condition for allowance. Since claims 32 and 33 depend from claim 31,

and since claims 35 and 36 depend from claim 34, these claims are also in condition for allowance.

Rejections under 35 U.S.C. § 102

Claims 1-27 stand rejected under 35 U.S.C. § 102(e) as being anticipated by the Ogura publication. The applicants respectfully request that the Examiner reconsider and withdraw this ground of rejection in view of the following.

Since independent claims 1, 8 and 15 have been amended to include the allowable features of "objected to" claims 28, 29 and 30, respectively, these claims are now in condition for allowance. That is, claims 1, 8 and 15 are equivalent to "objected to" claims 28, 29, and 30 being rewritten in independent form. Since claims 2-7, 22 and 25 depend, either directly or indirectly, from claim 1, since claims 9-14, 23 and 26 depend, either directly or indirectly, from claim 8, and since claims 16-21, 24 and 27 depend, either directly or indirectly from claim 15, these claims are similarly in condition for allowance.

The applicants reserve the right to pursue issuance of claims to any canceled or unclaimed subject matter, such as through a continuation application for example

Entry of Amendments

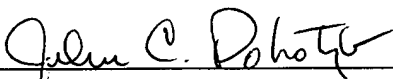
Since the amendments raise no new issues, but rather place the application into condition for allowance, they should be entered.

Conclusion

In view of the foregoing amendments and remarks, the applicants respectfully submit that the pending claims are in condition for allowance. Accordingly, the applicants request that the Examiner pass this application to issue.

Respectfully submitted,

October 25, 2006



John C. Pokotylo, Attorney
Reg. No. 36,242
Tel.: (732) 542-9070

CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **October 25, 2006** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



John C. Pokotylo

36,242
Reg. No.